

STAFF REPORT



Case File #: TA-17-09

General Description: Amend Section 11.08 Exemptions of the Town of Sunset Beach UDO to establish/extend special event sign durations.

☐ Town Council Initiated ☒ Planning Board Initiated ☒ Staff Initiated ☐ Citizen Initiated

Applicant(s): Town of Sunset Beach, Planning Board & Staff

APPLICATION OVERVIEW:

The Town of Sunset Beach Staff and Planning Board is initiating a text amendment for Section 11.08(12) Special Event Signs. The purpose of this amendment is to establish the conditions of when a special event sign may go up and for how long it may stay up for special events based on the duration of the event and to amend the timeframe a special event sign may remain after the event.

Over the course of several previous Planning Board meetings, the Board had Staff research possible language and examples to achieve the above goal. Over these meetings, the Board came to consensus on the desired changes.

EXISTING ORDINANCE TEXT:

SECTION 11.08 EXEMPTIONS

(12) Special Event Signs.

Special Events are defined as events that have a community-wide impact, usually involve the use of or closing of streets, use of Town facilities and staff, require a Town permit, or are an event not otherwise classified as a temporary event. Such events include, circuses, concerts, festivals, street fairs, road races, and other such activities. Signage for such events are subject to the following standards.

- (a) All temporary banner signs may be erected no more than 3 weeks prior to the event and shall be removed no later than 48 hours after the event has concluded, unless expressly stated in the Section. For any event lasting more than 2 consecutive days or for events that are recurring weekly up to 12 weeks, signs located on the site of the event may remain on the site for the duration of the event, but shall be placed and removed as expressed herein.
- (b) No event shall display more than 200 cumulative square feet of total signage area, including all off-site and on-site signage allowed under this Section.
- (c) No event shall display more than the allowable signs as detailed below.

- i. Up to two signs may be located on the lot hosting the event for the allowable display period. This sign may be a banner sign if it is securely fastened and adequately vented to prevent uplifting. These signs shall be no larger than 32 square feet each.
- ii. One sign may be a banner sign posted at each of the “Town of Sunset Beach” town entrance visibility of the entrance signs. These signs may be placed up to 2 weeks prior to the event and shall be removed within 48 hours of the start of the event.
- iii. Off-site directional signs to the event may be displayed in different locations, but not in a driveway or intersection sight triangle. These signs must be of rigid construction (not banner signs) and may not exceed 6 square feet in area. These signs may be placed the day before the event and must be removed the day after the event. These signs shall only be placed for day events. The sign locations must be included in the permit application materials and be approved by the Town.
- iv. Off-site banner signs for the event may be displayed in different locations, but not in a driveway or intersection sight triangle. Each sign shall not exceed 32 square feet in area and be located on private property.
(Am. Ord. 05/02/15)

PROPOSED TEXT AMENDMENT

The following changes are proposed to these subsections of Article 11 Section 11.08 Exemptions:

Section 11.08(12) Special Event Signs:

- (a) All temporary banner signs may be erected no more than ~~3~~ **2** weeks prior to the event and shall be removed no later than ~~48~~ **24** hours after the event has concluded, unless expressly stated in the Section. For any event lasting more than 2 consecutive days or for events that are recurring weekly up to ~~12~~ **25** weeks, signs located on the site of the event may remain on the site for the duration of the event, but shall be placed and removed as expressed herein.
- (b) No event shall display more than 200 cumulative square feet of total signage area, including all off-site and on-site signage allowed under this Section.
- (c) No event shall display more than the allowable signs as detailed below.
 - i. Up to two signs may be located on the lot hosting the event for the allowable display period. **The display period shall be 2 weeks prior to the event and the duration of the event up to 25 weeks.** This sign may be a banner sign if it is securely fastened and adequately vented to prevent uplifting. These signs shall be no larger than 32 square feet each.
 - ii. One sign may be a banner sign posted at each of the “Town of Sunset Beach” town entrance visibility of the entrance signs. These signs may be placed up to 2 weeks prior to the event and shall be removed within ~~48 hours of the start~~ **24 hours following the conclusion** of the event.

- iii. Off-site directional signs to the event may be displayed in different locations, but not in a driveway or intersection sight triangle. These signs must be of rigid construction (not banner signs) and may not exceed 6 square feet in area. These signs may be placed the day before the event and must be removed the day after the event. These signs shall only be placed for day events. The sign locations must be included in the permit application materials and be approved by the Town.
- iv. Off-site banner signs for the event may be displayed in different locations, but not in a driveway or intersection sight triangle. Each sign shall not exceed 32 square feet in area and be located on private property.

PLANNING BOARD SUMMARY

Action:

- (A) X The Planning Board hereby recommends approval of the proposed amendment to the Unified Development Ordinance and finds that it is (i) consistent with the Town's comprehensive plan (Town of Sunset Beach CAMA Land Use Plan) in that it will support official Town policy/agreements to "maintain small town charm, appearance, and atmosphere," (ii) consistent with Policy 36 involving usage guidelines for the park where many of these sign types will be displayed, and (iii) works to enhance and protect the public health safety and general welfare of the community through steady tourism growth/management.
- (B) _____ The Planning Board hereby recommends denial of the proposed amendment to the Unified Development Ordinance and finds that (i) it is not addressed in the Town's comprehensive plan (Town of Sunset Beach CAMA Land Use Plan) and/or (ii) it is not in the public interests for the following reasons: _____.

(For 4 Against 0 Abstained _____)

Commentary:

The Planning Board voted unanimously at their December 7, 2017 meeting to recommend approval of the proposed text amendment, with some changes from the original draft.